

Total No. of Printed Pages—4

4 SEM TDC SMKT 3 (Sp)

2015

(May)

COMMERCE

(Speciality)

Course : 403

(Service Marketing)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Fill in the blanks : 1×8=8

- (a) In service mix a hotel is an example of — service.
- (b) 'DINK' is a reason for growth of services. The full form of 'DINK' is —.
- (c) In insurance sector, the price is called —.
- (d) The phrase 'Marketing Mix' was first used by —.

- (e) The pricing strategy in which payment is to be made only after the results are achieved is called — pricing.
- (f) In gap model, the gap between expected service and perceived service is considered as gap no. —.
- (g) In SWOT, opportunities and threats are — factors .
- (h) A service is an act or — offered by one party to another.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Service marketing triangle
- (b) Customer perception
- (c) Packaging
- (d) Targeting
- (e) Expanded marketing mix
- (f) Advertising

3. (a) Discuss the origin and growth of service marketing. 3+8=11

Or

- (b) Enumerate the factors of macro- and micro-environment for marketing of services. 6+5=11

4. (a) Discuss the nature and determinants of customer's expectation of services. $5+6=11$

Or

- (b) What is service expectation? Explain various types of customer's expectations of services. $3+8=11$

5. (a) Discuss the causes behind service quality problems. 11

Or

- (b) Define Branding. Discuss the role of Branding and Packaging in service marketing. $3+4+4=11$

6. (a) What do you mean by Physical Evidence? Discuss in detail with reference to Hospitality services. $5\frac{1}{2}+5\frac{1}{2}=11$

Or

- (b) Write the meaning and objectives of positioning in service marketing. Mention different steps of positioning services. $6+5=11$

7. (a) What do you understand by marketing of educational services? Discuss the points which are significant in marketing educational services. 4+8=12

Or

- (b) What do you mean by banking? Explain about the criteria for segmentation for marketing of banking services. 4+8=12

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